

## CLAIMS

1. A magenta toner having a magenta-colored resin particles comprising at least a binder resin and a magenta colorant, wherein the magenta colorant is a magenta pigment composed of the combination of C.I. Pigment Red 31 and C.I. Pigment Red 150.

2. The magenta toner according to claim 1, wherein the magenta pigment contains C.I. Pigment Red 31 and C.I. Pigment Red 150 within the range from 30:70 to 80:20 in terms of a mass ratio.

3. The magenta toner according to claim 1, wherein the magenta-colored resin particles contains the magenta pigment composed of the combination of C.I. Pigment Red 31 and C.I. Pigment Red 150 in the proportion of 1 to 10 parts by mass per 100 parts by mass of the binder resin.

4. The magenta toner according to claim 1, wherein the magenta-colored resin particles further comprises a charge control resin as a charge control agent.

5. The magenta toner according to claim 4, wherein the charge control resin has a weight average molecular weight within the range from 2,000 to 50,000 and a glass transition temperature within the range from 40 to 80°C.

6. The magenta toner according to claim 1, wherein the magenta-colored resin particles further comprises a parting agent.

5        7. The magenta toner according to claim 1, wherein the magenta-colored resin particles is a magenta-colored resin particles having a core-shell structure.

8. The magenta toner according to claim 1, wherein  
10 the magenta-colored resin particles has a volume average particle diameter  $dv$  within the range from 3.0 to 12.0  $\mu\text{m}$  and a particle diameter distribution  $dv/dp$  within the range from 1.0 to 1.3 in terms of the ratio of the volume average particle diameter to the number average particle diameter  
15  $dp$ .

9. The magenta toner according to claim 1, wherein the spheroidicity  $rl/rs$  represented by the ratio of the length  $rl$  of each magenta-colored resin particle to the  
20 breadth  $rs$  thereof is within the range from 1.0 to 1.3.

10. The magenta toner according to claim 1, which comprises the magenta-colored resin particles and an external additive.  
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11. The magenta toner according to claim 10, wherein the external additive is composed of hexahedral inorganic

fine particles having the volume average particle diameter of 0.05 to 10  $\mu\text{m}$ .

12. The magenta toner according to claim 10, wherein  
5 the external additive is composed of spherical or indefinable inorganic fine particles having the volume average particle diameter from 5 to 500 nm.

13. The magenta toner according to claim 10, wherein  
10 the external additive is composed of organic fine particles having the volume average particle diameter from 0.1 to 1  $\mu\text{m}$ .

14. A process for producing a magenta toner having a  
15 magenta-colored resin particles, which comprises:

Step 1 of preparing a polymerizable monomer composition containing at least a polymerizable monomer and a magenta colorant; and

Step 2 of polymerizing the polymerizable monomer  
20 composition in an aqueous dispersion medium to form the magenta-colored resin particles;

wherein a magenta pigment composed of a combination of C.I. Pigment Red 31 and C.I. Pigment Red 150 is used as the magenta colorant.

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15. The production process according to claim 14, wherein, in the Step 1, the polymerizable monomer

composition further contains a charge control agent.

16. The production process according to claim 15,  
wherein, in the Step 1:

5       a charge control resin is used as the charge control  
agent;

      a charge control resin composition containing the  
magenta pigment and the charge control resin is prepared in  
advance; and

10       the charge control resin composition is contained in  
the polymerizable monomer composition.

17. The production process according to claim 16,  
wherein the magenta pigment and the charge control resin  
15   are mixed in the presence of an organic solvent to prepare  
the charge control resin composition.

18. The production process according to claim 14,  
wherein, in the Step 1, the polymerizable monomer further  
20   comprises a parting agent.

19. The production process according to claim 14,  
wherein, in the Step 2, a polymerizable monomer for shell  
is further polymerized in the presence of the magenta-  
25   colored resin particles formed, to form a magenta-colored  
resin particles with a core-shell structure.

20. The production process according to claim 14,  
which further comprises

the step of adding an external additive to the  
magenta-colored resin particles obtained in Step 2.